

Why Sponsor the 2016 ClearMark Awards

North America's Premier Plain Language Event

When you sponsor the 2016 ClearMark Awards, you proclaim your organization's plain language commitment and show the public your:

✓ **Customer Focus**

Studies show that consumers want to do business with companies that communicate clearly and simply — because clarity increases trust. Using plain language to communicate with customers impacts the bottom line by increasing profits and decreasing call-ins.

✓ **Competitive Edge**

The Plain Writing Act of 2010 requires government agencies to write in plain language, and many new laws (Dodd-Frank Wall Street Reform and Consumer Protection Act, Affordable Care Act, etc.) also require plain language for specific content. Jump ahead of your competitors by showing the public that you support initiatives for plain language.

✓ **Vision and Leadership**

Choose our new Title Sponsor option, and tie your organization's name to every mention of the ClearMark Awards, providing unparalleled exposure. Or sponsor for \$5000 and above, and join an exclusive group of organizations that support plain language and the Center as members of our Corporate Circle.

1. What are the ClearMark Awards?

The ClearMark Awards are North America's premier plain language event. Since 2010, the Center for Plain Language has honored exemplary communications that government agencies, private companies, and non-profits write and design for consumers. For the second year, we will also give awards for Spanish language documents and websites.

2. How do we use your sponsorship dollars?

Sponsorships make it possible for us to advocate for and promote plain language, which we believe is a civil right — and we know is good for business. With your support, the Center for Plain Language is able to help government agencies, businesses, and non-profit organizations write clearly, meet regulatory requirements, educate lawmakers, and foster public awareness of the importance for clarity.

At the ClearMark Awards, your sponsorship dollars help us:

- print programs,
- display copies of the entries,
- develop slides shown during dinner,
- provide trophies to the winners, and
- underwrite the cost of the dinner itself.

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3. Is your sponsorship tax deductible?

The Center for Plain Language is a 501(c)(3), non-profit organization. Your sponsorship may be tax-deductible. Check with your tax professional. Please note that your ticket to attend the Awards dinner is not a tax-deductible purchase.

4. Who sponsors the Awards?

We're proud to have a wide range of organizations showcase their noteworthy plain-language support with sponsorships of at least \$5000. For the 2016 ClearMark Awards, we're offering a new Title Sponsorship option, which includes naming rights. In addition, all organizations who pledge \$5000 or more will become a member of our Corporate Circle.

Past and current \$5000 or more sponsors include:

- Aetna
- Chase Bank
- Deloitte
- Health Care Service Corporation (HCSC)
- Kleimann Communication Group
- More Carrot
- Siegel & Gale
- The Plain Language Group
- usability.org
- Zuula

5. Who enters the Awards?

Each year, we receive more than 100 entries from

- **corporations**, such as Bank of America, Unum Health, and BlueCross/Blue Shield.
- **non-profits**, such as the March of Dimes, AARP, and others.
- **federal agencies**, such as the IRS, Consumer Financial Protection Bureau, National Institutes of Health, and Federal Trade Commission.
- **state governments**, such as Washington and Texas.
- **public entities**, such as the University of Rhode Island, The University of Maryland, and others.

6. What is the Grand ClearMark Award — and who has won?

The Grand ClearMark Award is each year's most powerful example of plain language in action. Previous winners include:

- 2015 – Suburban Hospital, a member of Johns Hopkins Medicine
- 2014 – Consumer Financial Protection Bureau
- 2013 – March of Dimes
- 2012 – IRS
- 2011 – National Assessment of Educational Progress (NAEP)
- 2010 – Healthwise

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7. What is the TurnAround Award — and who has won?

We present the Turnaround Award to WonderMark winners who transform their previously confusing documents into outstanding plain language.

- 2012 – Southeast Pennsylvania Transportation Authority (SEPTA)
- 2011 – Chase Bank

Please sponsor our efforts to rid the world of gobbledygook. Clarity is clearly important for everyone.